

09/308017

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F-6201

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Holger LAUSCH
Serial No. : Not yet known (U.S. National Stage of PCT/EP97/06267
filed November 11, 1997)
Filed : Concurrently herewith
For : METHOD OF AND ARRANGEMENT FOR PROJECTION AND
RECEPTION OF VISUAL AND AUDIOVISUAL MESSAGES,
AND ANALYSIS THEREOF TO DETERMINE THE RADIUS
OF ACTION AND CUSTOMER BEHAVIOR

#4/A
8-19-99
B. Hillard

Assistant Commissioner for Patents
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Preliminary to examination, please amend this application as follows:

IN THE CLAIMS:

1. (Amended) Method for [the projection and the reception of] detecting
the customer behavior due to projected visual and audiovisual messages and [the
analysis of the same] for detecting the range of action [and the purchaser behavior]
of the projected messages, characterized in that in a [consumption] detection range
the number of the potential [customer] customers is detected in direct sequence, and
in that [depending on the number] the messages are presented to the potential
[customer messages are presented] customers visually or audiovisually, and in that the
[consumption] behavior of the potential customers as recipients and consumers is

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